

Mobile Markets

- Visits done by Nada Haddad, Food and Agriculture Field Specialist, UNH Cooperative Extension at the three complexes:
 - Sweeney Apartment Complex - Manchester, NH
 - Omally Apartment Complex - Manchester, NH
 - Burns Apartment Complex – Manchester, NH
- September 20, 2019
- It was a sunny, clear day and quite warm
- I took pictures that day and my observations are below in the notes

The farm design on the mobile market is gorgeous and appealing. I had the pleasure to follow the mobile market from one site to the other in Manchester.



Photo N. Haddad 2019

Sweeney
Apartment
Complex -
Manchester, NH

The mobile market at Sweeney apartment complex get a fair amount of shade from the trees, maintaining a cool environment for the produce, customers and staff.



Photo N. Haddad 2019

All produce should be displayed at least 6 inches from the floor or on the table. It will be easier for customers to reach out the sweet corn, potatoes and please note that many of the elderly customers are on wheelchairs making it difficult for those specific customers and others to bend to grab a couple of corn. You could put a dozen or ear corn on the table and leaving the rest inside the mobile market in the cool. This way the corn will maintain its quality and its sweet sugar content.



There seems to be a nice demand for berries. The blueberries are covered with cellophane and protect the berries from spilling down when transported by the customers in their shopping bags. The same should be done for strawberries. The pints should be covered by a netting or plastic cover to prevent the berries to fall down when transported by the customers for the market to their apartment.



Photo N. Haddad 2019

There is a nice variety of produce. Some vegetables seems to be more popular with customers than others. Consider bunching carrots, radish, parsley in smaller bunches. I assume many of the seniors 's household is one person and can eat per week a small quantity of vegetables. Smaller bunches may appeal more to this target audience.



Photo N. Haddad 2019

Most of the produce can be reached easily. Staff take it seriously putting product and price signs. Having easy recipes for some of the vegetables or reminding customers about carrot will do a nice snack could increase sale. We all need reminders.



Photo N. Haddad 2019

What are the possibilities of adding a sign reminding customers that the mobile market will be here again next week. The sign does not have to be big. That sign could be put on the table next to the cash. Have you considered making postcard indicating the day and time of the market and with every purchase give it to the customers reminding them to put it on their fridge. You can use stock and colorful paper for the postcard and provide the customers with a magnet. Does any of the sponsors have some promotional magnet to spare for the customers?



Photo N. Haddad 2019

Laurel has developed a great relationship with the customers. She knows most of them by their first name and know each one of their neighbors. She ask about the customers who were not feeling well the prior week. Also Mukhtar is very helpful with the customers. What a crew!

Consider putting 2-3 safety orange cones nearby the cart to alert cars to slow down



Omally apartment complex – Manchester, NH

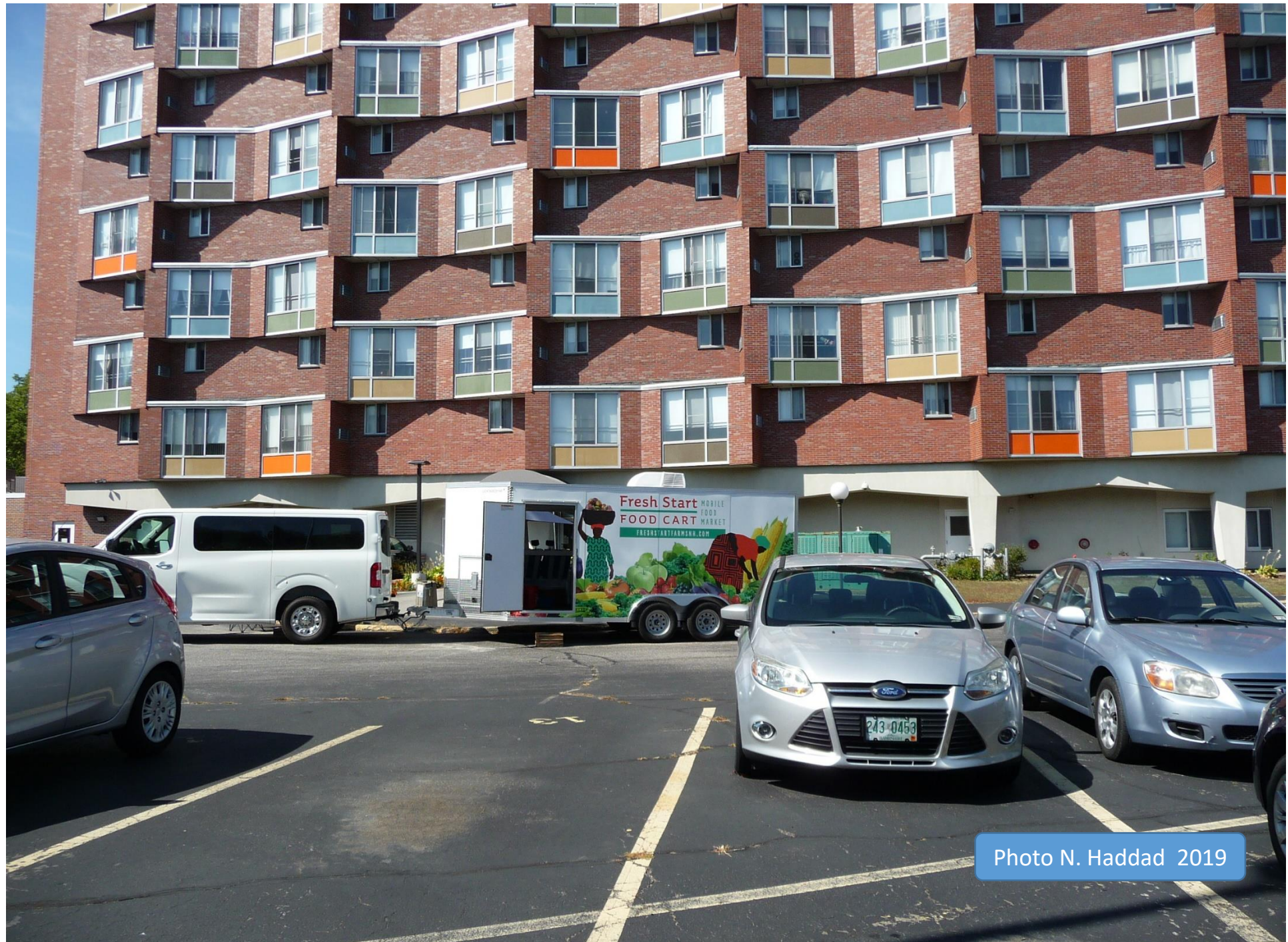


Photo N. Haddad 2019

September 20th was a hot sunny days. During this type of weather, produce left in the sun, even for a short period of time will lose their quality, sweetness. Providing shade at all time for the produce is critical. Investing in a sturdy, white or off white color umbrella is highly recommended.



Photo N. Haddad 2019



Photo N. Haddad 2019

Burns apartment complex – Manchester, NH

There is not much safe room for the mobile market on that site. Customers, staff and vehicles share the same space. Is there another spacious spot to be given to the cart for the safety of the customers and staff? At the very least, orange safety traffic cones should be used.



Photo N. Haddad 2019

Burns apartment complex – Manchester, NH

Could the cart be moved to the right? So customers don't have to cross the road but may end up not a good one after all. More considerations should be given to this site.



Photo N. Haddad 2019

Burns apartment complex – Manchester, NH

There is traffic coming in and out from the parking lot that interfere with the market



Photo N. Haddad 2019

Burns apartment complex – Manchester, NH

There is traffic coming in and out from the parking lot that interfere with the market



Photo N. Haddad 2019

Additional observations and suggestions

- Where are the customers for the complexes getting their vegetable and fruits. Could they be getting them for the Senior's Farmers Market Nutrition Program (SFMNP) <https://www.bm-cap.org/seniors-farmers-market-nutrition-program-sfmnp>
- Once you have the ambassador program, they could be instrumental in connecting with the customers in the building and promoting the program.
- Add easy recipes to remind customers the many ways vegetables can be used and prepared.



These are only observations. Overall, ORIS, Fresh Start Farms and partners are doing a great job providing fresh produce to the seniors. Hope this program will continue and remain in providing this service. Don't hesitate to contact me if you have any questions.

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